

Listing of Claims:

This listing of claims, will replace all prior versions, and listings, of claims in the application:

Claim 1 (currently amended): A method for operating a digital television receiver, comprising:

providing a digital television receiver performing a digital TV function including receiving and outputting information;

storing a plurality of advertisement messages in a storage device for later access;

subsequent to storing the plurality of the advertisement messages, using the digital television receiver to receive video data from a digital television service provider for subsequent output with the advertisement messages using the digital TV function of the digital television receiver;

accessing the stored advertisement messages in the storage device;

with the digital television receiver, ~~arranging~~combining and outputting the plurality of the advertisement messages and the received video data as a combined output signal for simultaneously viewing the advertisement messages and the received video data;

maintaining a total count of the number of the plurality of the advertisement messages that have been output by the digital television receiver during enablement of the digital TV function of the digital television receiver; and

if the count reaches a predetermined number, then disabling the digital TV function of the digital television receiver.

Claim 2 (previously presented): The method according to claim 1, further comprising:

after the digital TV function has been disabled, such that video data from the digital television service provider are no longer output, storing a new set of a plurality of advertisement

messages in the storage device; and

subsequently enabling the digital TV function of the digital television receiver.

Claim 3 (previously presented): The method according to claim 2, further comprising performing the step of storing the new set of the plurality of the advertisement messages in the storage device by downloading the new set of the plurality of the advertisement messages from a network.

Claim 4 (previously presented): The method according to claim 1, further comprising setting the predetermined number such that all of the plurality of the advertisement messages that were stored will be output.

Claim 5 (previously presented): The method according to claim 1, further comprising performing the outputting step such that the plurality of the advertisement messages that were stored are output as banner advertisement messages together with the received video data.

Claim 6 (previously presented): The method according to claim 1, further comprising providing the storage device as a component of the digital television receiver.

Claim 7 (previously presented): The method according to claim 1, further comprising performing the step of storing the plurality of the advertisement messages by downloading the plurality of the advertisement messages from a network.

Claim 8 (previously presented): The method according to claim 1, further comprising:
receiving additional video data from the digital television service provider;
with the digital television receiver, outputting the additional video data without outputting the plurality of the advertisement messages; and

limiting a duration that the step of outputting the additional video without outputting the plurality of the advertisement messages can be performed.

Claim 9 (previously presented): The method according to claim 8, wherein maintaining the count further includes:

initializing a counter to a predetermined value;

incrementing the counter by an amount corresponding to an amount of time that the step of outputting the plurality of the advertisement messages and the received video data is being performed;

decrementing the counter by an amount corresponding to an amount of time that the step of outputting the additional video without outputting the plurality of the advertisement messages is being performed; and wherein

the limiting further includes:

when the counter reaches the predetermined value, discontinuing the step of outputting the additional video without outputting the plurality of the advertisement messages.

Claim 10 (previously presented): The method according to claim 9, further comprising providing zero as the predetermined value.

Claim 11 (previously presented): The method according to claim 9, further comprising providing the counter as a component of the digital television receiver.

Claim 12 (currently amended): A digital television receiver, comprising:
a receiving module for receiving video bit streams from a service provider;
a program selector for selecting a program;
a video decoder for decoding received video bit streams of a selected program to obtain decoded video bit streams of the selected program;
a banner storage device for storing data representing advertisement messages and thereby obtaining stored data;

a banner rendering unit for decoding and rendering selected ones of the stored data to obtain rendered data;

a video reconstruction unit for arranging and combining the rendered data with the decoded video bit streams of the selected program to obtain a combined video output signal that includes information representing the selected program and rendered data;

a counter module configured to maintain a number of advertisement messages read out from said banner storage device;

a banner manager unit for reading out the stored data from said banner storage device and for providing the stored data to said banner rendering unit, said banner manager unit checking the counter module and generating a disable signal when a predetermined number of the advertisement messages, represented by the stored data, have been read out from the banner storage device; and

an output terminal connected to said video reconstruction unit for receiving the combined video output signal and for outputting the combined video output signal,
wherein the selected program and rendered data are simultaneously output in the video output signal for simultaneously viewing the advertisement messages and the received video data.

Claim 13 (previously presented): The television receiver according to claim 12, further comprising:

a system control unit for receiving the disable signal and, in response thereto, for prohibiting said output terminal from receiving the information representing the selected program.

Claim 14 (previously presented): The television receiver according to claim 12, wherein the counter module comprises:

a counter having a value that is incremented as the rendered data is combined with the decoded video bit streams of the selected program in said video reconstruction unit, wherein
said video reconstruction unit is also configured to selectively output the information representing the selected program without the rendered data;

said value of said counter being decremented in proportion to an amount of time during which said video reconstruction unit is outputting the information representing the selected program without the rendered data; and

when the value of said counter reaches a predetermined lower limit, said video reconstruction unit being prohibited from outputting the information representing the selected program without the rendered data.

Claim 15 (previously presented): The television receiver according to claim 12, further comprising a network adapter for downloading the stored data into said banner storage device from an external network.